Specification Amendments:

Please replace the paragraph bridging pages 7-8 of the specification with the following amended paragraph:

-- In one embodiment, the signals generated are in the form of a prioritized ad queue comprising static images, dynamic applets, animations and the like. In this embodiment, the ads in the ad queue may be ordered or prioritized for display depending on a variety of factors, including which channel is being tuned to or tuned from, which programming ad was recently displayed, etc. In an alternated embodiment, the ads that are inserted and displayed during the delay period are linked or correlated with other ads, for example, those ads appearing in the programming on the channel from which the channel change is made. Such linking of IPG and programming ads is described in detail in Applicant's co-pending Application number 09/XXX,XXX 09/749,255 filed on December 27, 2000 entitled "Scheduling and Linking IPG Ads in Conjunction with Programming Ads in a Television Environment", which is herein incorporated by reference.--